

**DESIGN OF BRAND IDENTITY AND SOCIAL MEDIA MARKETING  
CONTENT TO INTRODUCE PINK CAKE BRAND FOR TARGET  
AUDIENCE AGED 20-35 IN GRESIK CITY**

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**Abstract**

*In Indonesia, MSMEs play a vital role in people's daily lives, providing a wide range of services and goods. When it comes to purchasing food from the market, there is a diverse selection of options available to consumers. Among these, Pink Cake stands out as an SME that has been operating since 2009. Despite receiving numerous orders for various events, Pink Cake has struggled to reach a broader market due to its limited marketing methods, relying mainly on WhatsApp and word of mouth. One of the challenges faced by Pink Cake is the lack of a distinctive visual identity and branding, making it difficult for target consumers to remember the brand. To address this issue, a qualitative research approach inspired by Alina Wheeler will be adopted. The research aims to develop a GSM (Graphic Standards Manual) book, which will serve as a guideline for creating effective marketing content. The GSM book will cover essential aspects such as brand introduction, logo design, usage guidelines, mascot creation, typography, packaging, stationery, and rules for social media content creation. It will also provide design application formats. In addition to the GSM book, the research findings will be supported by various marketing collateral, including Instagram posts, T-shirts, tote bags, aprons, and exhibition displays. These materials will enhance Pink Cake's brand presence and visibility, helping the business to expand its reach and attract a wider audience.*

**Keywords:** *Brand Identity, Pink Cake, Rules, Marketing, Social Media*